

Datasheet



Contact Center Technology Solutions

Abstract

The Contact Center is not only a point of contact for your customers; it is a point of reference for your organizational service standards. Contact centers have transformed themselves from a cost-centric organization to a customer-centric and revenue enhancing unit that assures customer retention, brand loyalty, and improved customer experience. Today, investing in your Contact Center and placing the right technology solutions into the infrastructure is equally important as hiring the right talent to provide service to your customers.

Challenges

Companies that maintain contact centers face many challenges and opportunities. They have to derive strategic value from these centers by creating and retaining customers while keeping service costs down. However, this is not as easy as it sounds given that customer retention and customer satisfaction metrics have received increased visibility (and scrutiny) throughout the organization, contact center technology solutions continue to change / evolve and diverse technologies designed to improve key metrics have to be integrated with each other and with CRM & ERP systems.

Other measures to reduce costs such as introducing self service options must also be appealing and accessible to customers when and where they need to contact an organization. Other challenges such as optimizing agent utilization, load balancing calls across multi-site contact centers and call routing to the best skilled agent means that identifying and deploying the correct solutions while minimizing migration and training time is critical.

Finally, some contact centers want to leverage their contact center investments to deploy new value-added services quickly. Still others want to integrate multiple channels together for a unified customer view and to provide customers with as many self service and lower-cost service options as described in Figure 1.

All of the above challenges require an experienced and trusted partner that has designed, developed and integrated contact center solutions, expertise with various systems and has experience in the relevant industries. Infosys has served clients in multiple industries well by implementing various communication channels for the client's customers to reach out and interact and resolve their issues quickly and satisfactorily. Infosys can provide solutions to transform companies' legacy telephony and network infrastructure means of communications to a more dynamic contact center that delivers improved quality of customer service quickly and effortlessly.



Figure 1: The Multi-Channel Customer Contact Center

Value Proposition

Infosys Ltd. provides end-to-end solutions for contact centers and is a one-stop partner for all contact center needs. Consider the following strengths that can help you realize your contact center needs.

- Experience with multiple vendor products and platforms
- Soft phone development and integration
- Defined software development process that are compliant with very high quality standards such as CMM Level 5 Quality, ITIL, TL9000, BS 15000, Six Sigma and ISO 9001 process quality standards.
- Pre-built and exclusive solutions built on popular contact center technologies such as synQuic. These solutions can be tailored and are for the areas of IVR/CTI, speech recognition technologies and Voice XML solutions.
- Value-added service provider with intuitive-to-use, appealing and efficient automated solutions based on speech recognition technologies.
- Contact center strategy development including legacy customer service technology assessment, solution adaption and augmentation, strategy roadmap development and solution implementation to improve customer service, brand loyalty, cross- sell and up-sell capabilities and to capture greater customer mindshare.
- Established Center of Excellence (CoE) in contact center solutions dedicated to research in the use of newer technologies and in the deployment of complex solutions. We also have CoEs in Unified communications and in VOIP technologies which helps us to provide complete and well-integrated solutions for our clients.

Our Offerings

Infosys offers complete, end-to-end contact center services so our clients' contact center needs are addressed in its entirety:

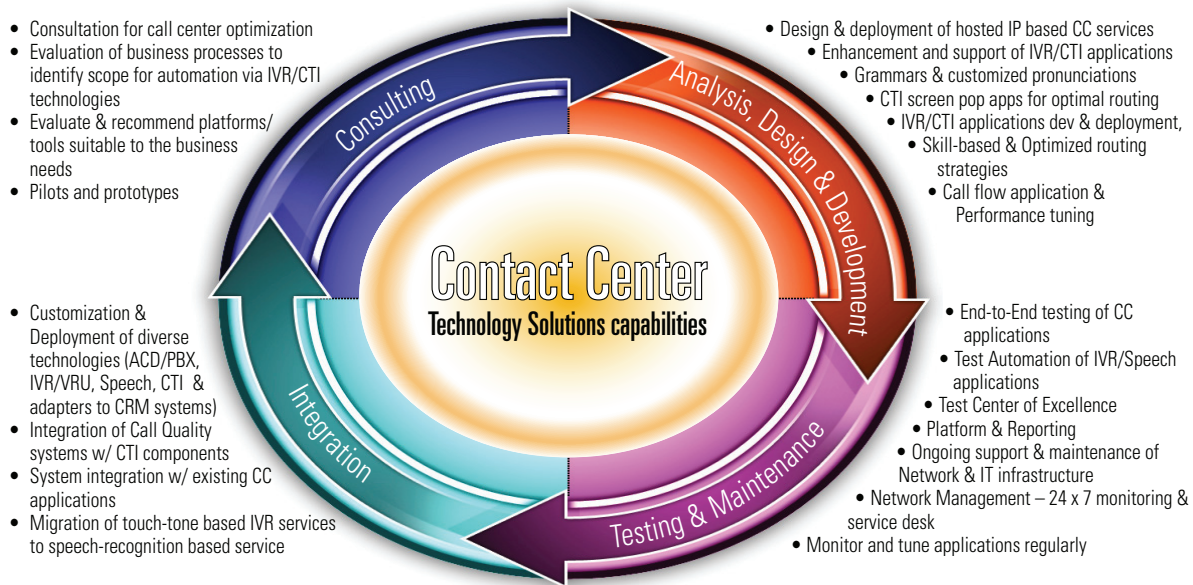


Figure 2 - Contact Center Technology Solutions Capabilities

Consulting Services

Our experienced consultants work with our clients to define how to meet their goals and objectives for their customer contact center.

Analysis, Design & Development

We can evaluate existing contact centers for effectiveness, evaluate solutions and assess vendor offerings to ensure that they meet client objectives or design and develop new solutions based on client needs. We also provide enhancement and support for existing solutions in addition to 24/7 call center support.

Integration

Once a decision has been made to place a certain solution into a contact center, we have experts that will ensure that this solution is smoothly integrated with existing systems and applications with no interruption in customer service.

Testing

Given the competitive nature of the industry and demanding customers, it's imperative that there are no problems with the functioning of your contact center. Our professionals specialize in end-to-end testing of various systems and will also reduce testing time through automation.

Our Expertise

We have more than 200 man years (and growing) of experience in contact center consulting and in the design, development, testing and deployment of contact center technologies. We have cultivated best practices from more than 10 years of experience working with many types of contact centers and contact center vendor product platforms/ application suites such as Aspect, Avaya, Blue Pumpkin, Cisco, Cosmocom, Envox, Genesys, Intel, Microsoft, Nice, Nortel, Nuance, OnMobile, Oracle, RightNow, Speech Server etc.

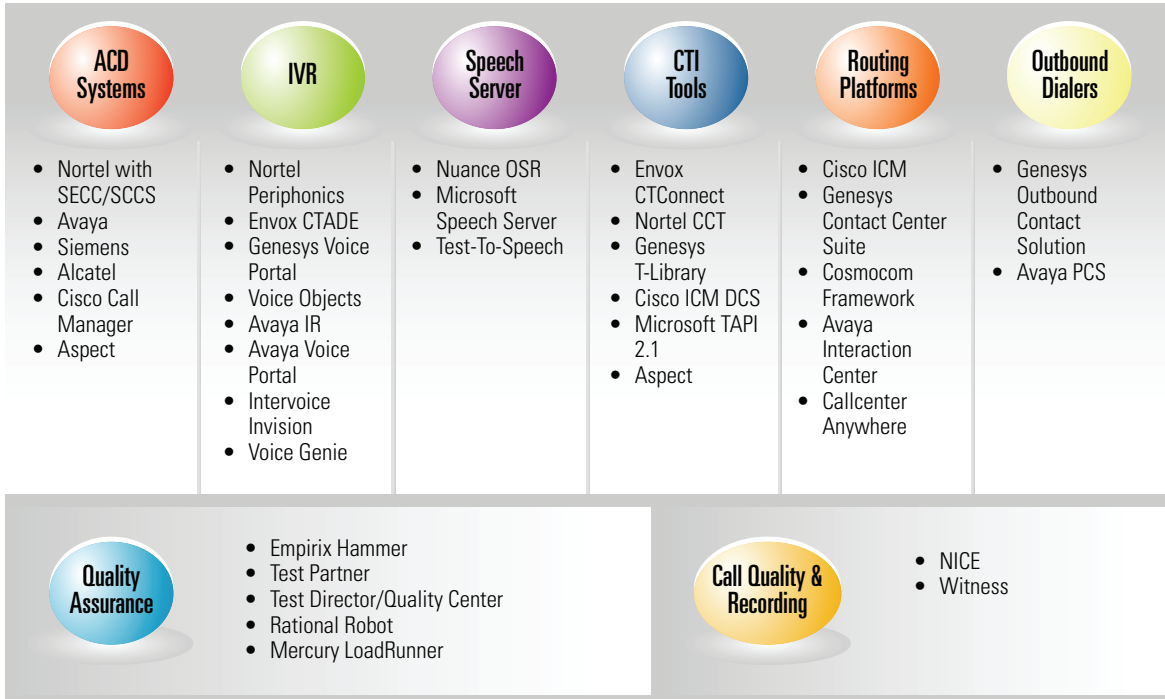


Figure 3: Infosys has worked with many Contact Center vendor products and platforms

Benefits

Our experience in most contact center solutions, our knowledge of contact center technologies and our end-to-end service offerings help companies to realize the following benefits:

- Per call savings
- Increase in the number of self-service transactions that are fast, easy and accessible for customers
- Optimized agent utilization
- Intuitive-to-use, appealing and efficient automation based on speech recognition and other technologies that improve customer satisfaction
- Solid Computer Telephony integration experience that allow agents to know more about a customer on the phone before the call is even answered.

Infosys has a wide range of services offerings to meet client needs from transactions to entertainment, from information access anywhere / anytime to being the only / first place of choice for unique services. For example, we are not only experienced in developing innovative automation solutions that reduce man power requirements (and hence costs) but also offer services beyond customer interfacing, such as systems diagnostics & tuning, automated functionality testing of IVR applications etc. Finally, our knowledgeable and experienced team can help companies create and deploy solutions in short time-to-market.

Case Studies

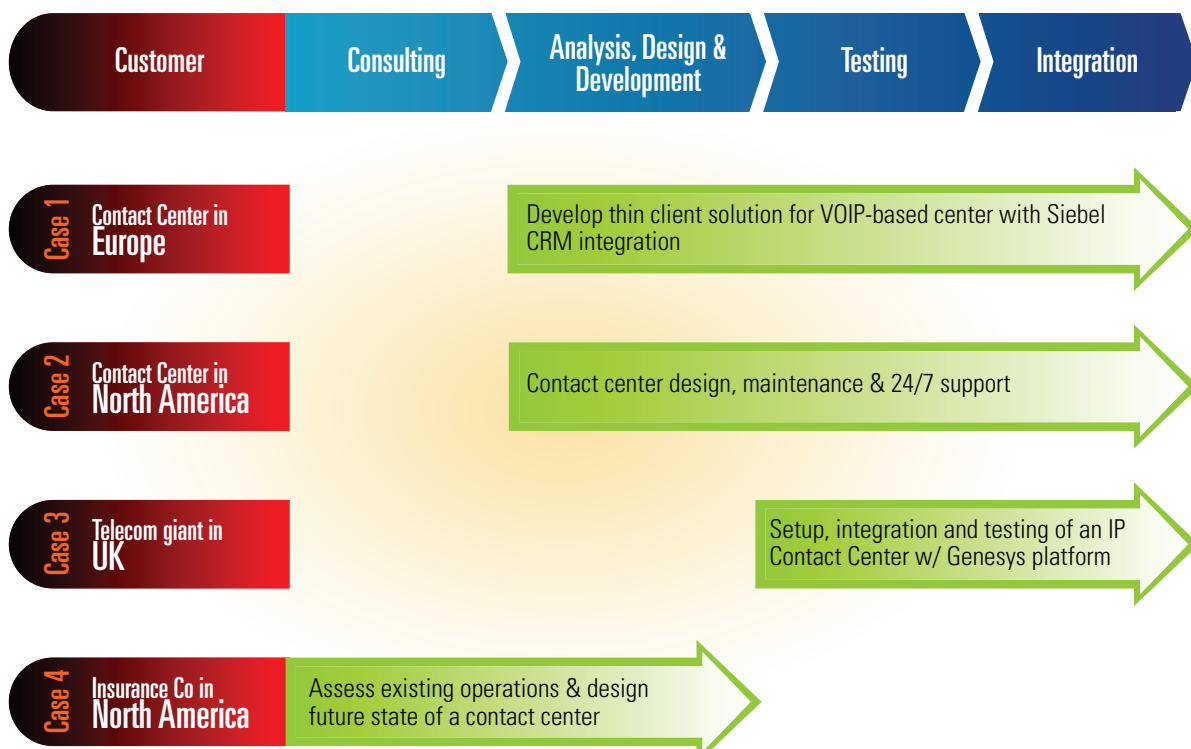


Figure 4: Representative case studies

Thin client solution for a VOIP-based contact center in Europe

Client Context

- The Client was using a thick-client CTI which not only experienced performance issues but required labor intensive installation & setup in each agent machine whenever updates were required
- The thick client CTI solution also posed major challenges in the expansion of the contact center

Infosys Solution

- Infosys developed a Thin Client (web-based) solution for a VOIP based contact center. It involved migration of thick client product to thin client after which the Web Browser (Internet Explorer) became the Client
- With the new solution the SoftPhone Agents were able to use headsets connected to their Desktops to perform VOIP-based functionalities such as Answer Voice Call & Email, Call-back, Chat, Web Collaboration, Conference, Transfer, Hold etc. by leveraging the existing multimedia capability of the system resources at a fraction of the cost of a traditional contact center
- The solution also required interfacing with the Siebel Call Center CRM

Benefits

- Overall, the solution reduced downtime increasing agent productivity and lowered the cost of ongoing maintenance
- Since the agents no longer required any installation at their machines, the setup time for new agents was minimal and maintenance no longer required that agents go offline
- Due to the Thin Client environment, the applications ran much faster since the processing took place at the Server rather than at the agents' desktops

Contact Center design, maintenance & support achieves ROI in under a year

Client Context

- A leading bank in North America wanted to gain operational efficiency in maintaining its contact center operations and support for its retail banking call centers
- The entire set of contact center maintenance & enhancement activities were assessed for outsourcing

Infosys Solution

- Managed support for the retail banking call center cluster
- Provided support for all contact center applications including handling issues, defect analysis and fix etc., based on the tickets raised and mobile phone alerts
- Performed enhancement work for all applications, as needed
- The project was delivered in a two-phased approach:
 - a. Discovery & Transition phase
 - b. Steady-state phase to minimize impact of movement of work to the offsite team

Benefits

- ROI was achieved in approx. 50 weeks from the start of the project
- Bank was able to provide 24 x 7 support leveraging its onsite and offshore team
- Significant cost savings in maintaining its call centers
- Access to a skilled resource pool to manage its varying workload and meet critical deadlines

Setup, integration and testing for a Telecom Giant in the UK

Client Context

- The company has an Intelligent Network based on the Genesys Platform and a new Internet Protocol Contact Center on Genesys Platform under development
- The client wanted to leverage Infosys' expertise in IVR/CTI domain especially in the Genesys CTI area combined with the Infosys proven Project Processes

Infosys Solution

- Setup of a model environment for integration and testing and model maintenance
- Issue / defect tracking and resolution
- Analysis of Problem Reports
- Installation and testing for new / upgraded components and applications

Benefits

- Timely setup of the model and test environments
- Improved Service Levels due to faster closure of issues/defects and Problem Reports
- Instilled a process-oriented approach for deliverables such as Test Specifications, Test Summary Reports and Release Documentation which improved the quality of the deliverables

Contact Center assessment & design for an Insurance Major in the US

Client Context

- Multiple Contact Centers required a technology transformation to achieve meaningful cost, productivity and speed efficiencies to support the company's Customer Experience goals
- The client wanted to implement Telephony, performance management and offshore work in low risk areas as a way to achieve quick wins

Infosys Solution

- Assessed the contact center's current state relative to industry best practices
- Developed the future state vision and strategy based on the client's desired business capabilities
- Proposed "Quick Wins" transformation projects to achieve cost, speed, and productivity efficiencies, and technology parity rapidly
- Recommended the organization structure of the future along with the processes and technologies to maximize customer experience, efficiencies and support the strategic mission
- Developed a detailed roadmap to achieve the benefits defined in the "future state"

Benefits

- Improved productivity of contact center & reduction in cost
- Reduced cycle time to resolve customer issues
- Improved first contact resolution rate & increased customer satisfaction
- Increased revenue from cross and up selling of insurance products

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About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.